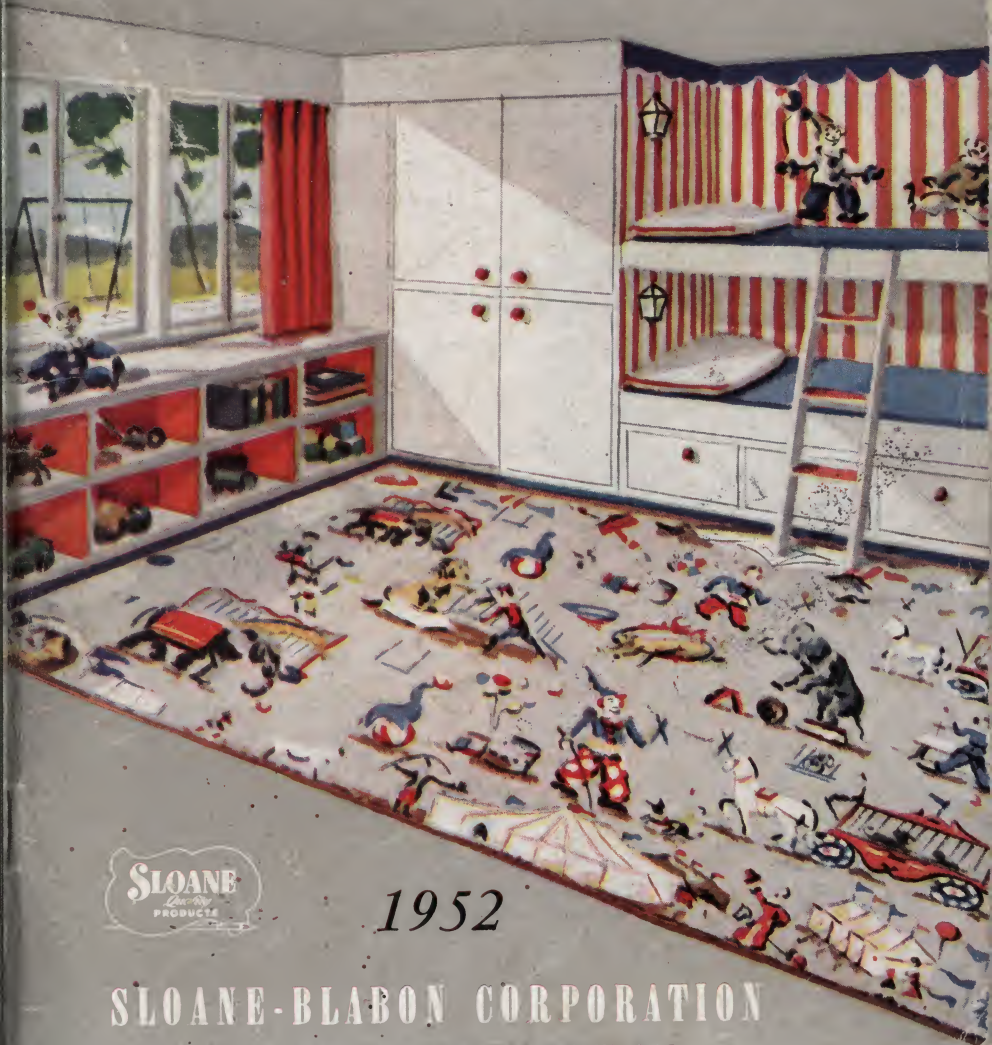


Floor and wall fashions

by **SLOANE**



1952

SLOANE-BLADON CORPORATION

A DIVISION OF ALEXANDER SMITH, INC.

Koroseal^{*}*Tile*

SPECIAL

The New Floor Sensation!

This brand new Sloane vinyl-plastic tile combines beauty, durability and ease of maintenance. Koroseal Special has a non-porous, easy-to-clean, tough surface that is unaffected by grease, oil, alkalis and strong soaps. Ideal for economy minded customers who will want to install this tile themselves. (See page 70.) Available in six beautifully marbled colors—9x9 only.

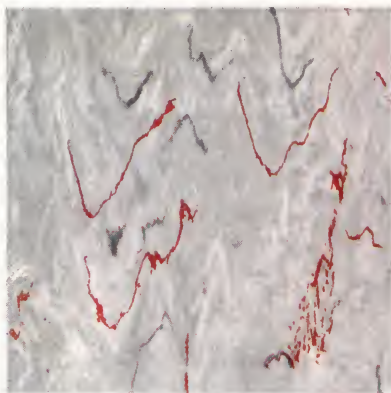
•® B. F. Goodrich Co.

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Koroseal

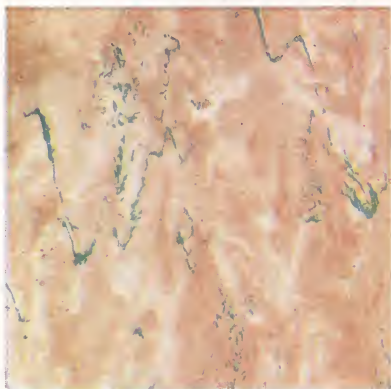
TILE SPECIAL



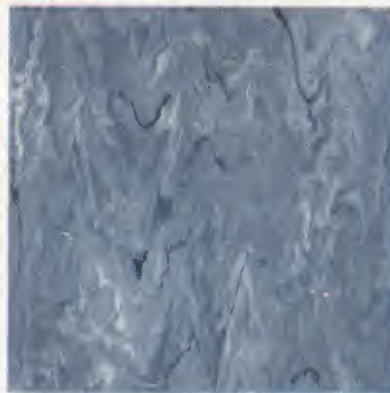
KS-1—LAVA GRAY



KS-2—FERN GREEN



KS-3—HONEY BEIGE



KS-4—RAPIDS BLUE



KS-5—MIKADO YELLOW



KS-6—PEWTER GRAY

TRENWALL*

A new development by Sloane, Trenwall is a superior and inexpensive wall covering. It has a glossy, alkali resistant surface with an exclusive Neofelt* backing which results in a more flexible wall covering. Trenwall is *easy to clean and easy to keep clean . . .* and its exceptional gloss makes colors look brighter and more radiant.

CAP STRIPS

The use of cap strips at the wainscot line provides a trim finish. Available 1 $\frac{3}{8}$ " wide in Black with white mortar lines (CS-012) and Red (CS-04).

*TM



54 inches wide

No. 5700—OYSTER WHITE

TRENWALL



54 inches wide

No. 5701—OYSTER WHITE



54 inches wide

No. 5702—CASCADE BLUE

TREN WALL



54 inches wide

No. 5704—CARNIVAL RED



54 inches wide

No. 5706—PURITAN GREY

TREN WALL



54 inches wide

No. 5708—MELLOWGLOW YELLOW



54 inches wide

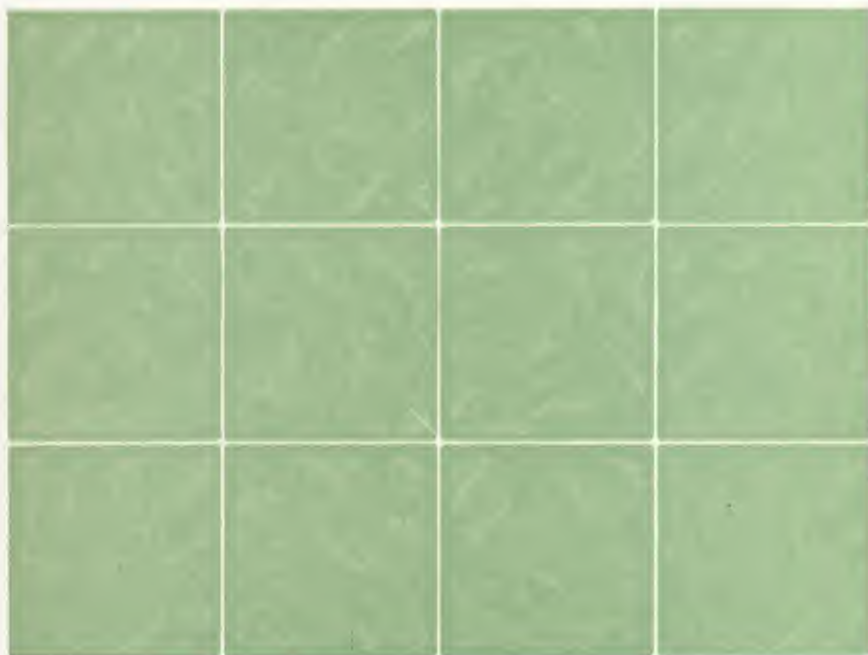
No. 5710—PISTACHIO GREEN

TREN WALL



54 inches wide

No. 5750—SNOW WHITE



54 inches wide

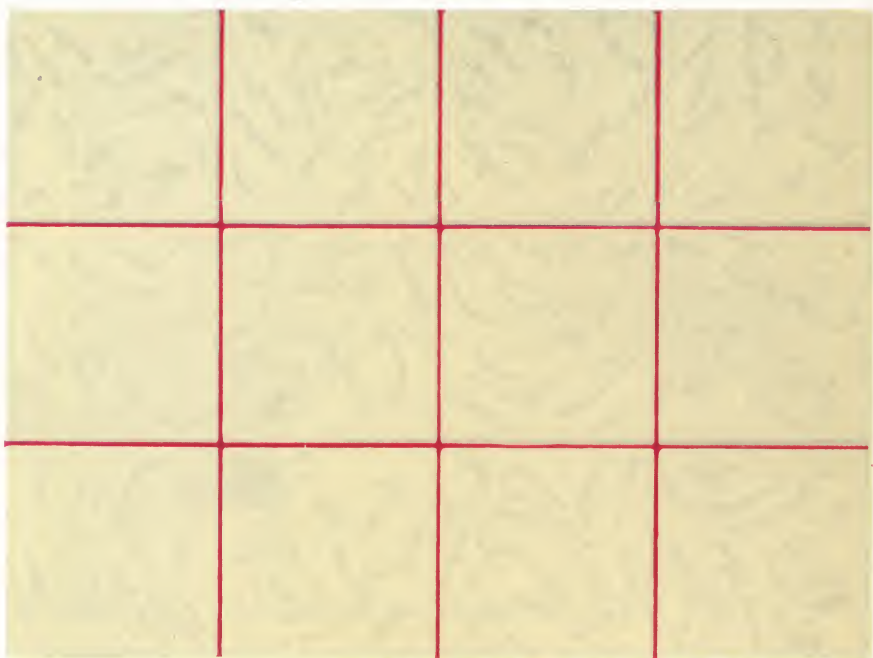
No. 5752—SEACREST GREEN

TRENWALL



54 inches wide

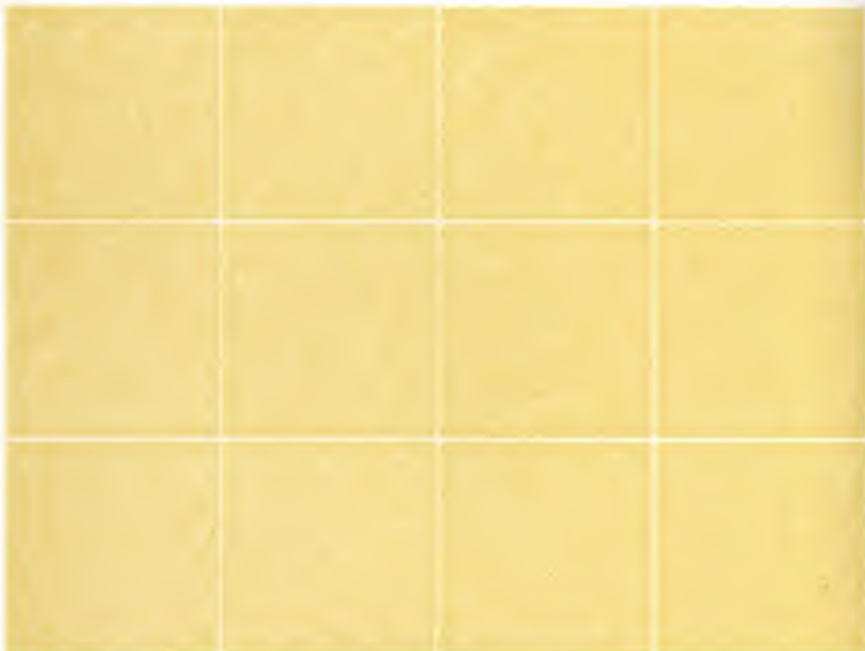
No. 5754—PEACHBLOOM



54 inches wide

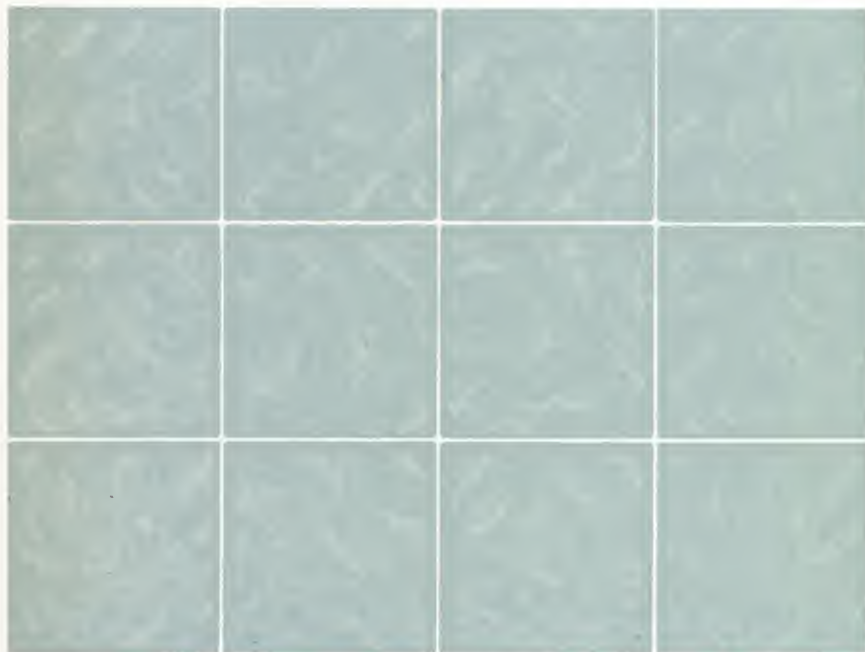
No. 5756—MIST GREY

TRENWALL



54 inches wide

No. 5758—SOMBRERO YELLOW



54 inches wide

No. 5760—CERULEAN BLUE

TRENTONE* RUGS

Sloane's Trentone Heavy Weight Rugs, with their lovely colors and artistry of design, are a joy to the busy housewife. Their lustrous surface is so easy to keep bright and spotless.

Made by the most modern equipment obtainable to insure the finest possible workmanship and quality in every detail, Trentone Rugs are nevertheless priced low enough to meet even the most modest budget.

Keeping pace with the newest trends in home decoration, Trentone patterns include new interpretations of the ever popular floral and leaf designs, textured effects and modern abstract patterns. Each suggests many interesting decorating schemes. Available in a variety of popular rug sizes. Some of the patterns shown are also available by the yard—without borders.

*TM



6' x 9' 9' x 10½'
7½' x 9' 9' x 12'





3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10 1/2'	12' x 12'
7 1/2' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)

TRENTONE RUGS No. 3196



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/9th actual size)

TRENTONE RUGS No. 3220



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
 Also available by the yard
 #5220—2, 3 & 4 yds. wide

TRENTONE RUGS No. 3221



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
 Also available by the yard
 #5221—2, 3 & 4 yds. wide

TRENTONE RUGS No. 3322



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)

TRENTONE RUGS No. 3323



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10 1/2'	12' x 12'
7 1/2' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)

TRENTONE RUGS No. 3340



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)

TRENTONE RUGS No. 3342



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)

TRENTONE RUGS No. 3350



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
Also available by the yard
#5350—3 & 4 yds. wide

TRENTONE RUGS No. 3351



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
Also available by the yard
#5351—3 & 4 yds. wide

TRENTONE RUGS No. 3401



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
 Also available by the yard
 #5401—2, 3 & 4 yds. wide

TRENTONE RUGS No. 3402



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10 1/2'	12' x 12'
7 1/2' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
 Also available by the yard
 #5402—2, 3 & 4 yds. wide

TRENTONE RUGS No. 3403



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
 Also available by the yard
 #5403—2, 3 & 4 yds. wide



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
 Also available by the yard
 #5420—2, 3 & 4 yds. wide

TRENTONE RUGS No. 3421



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

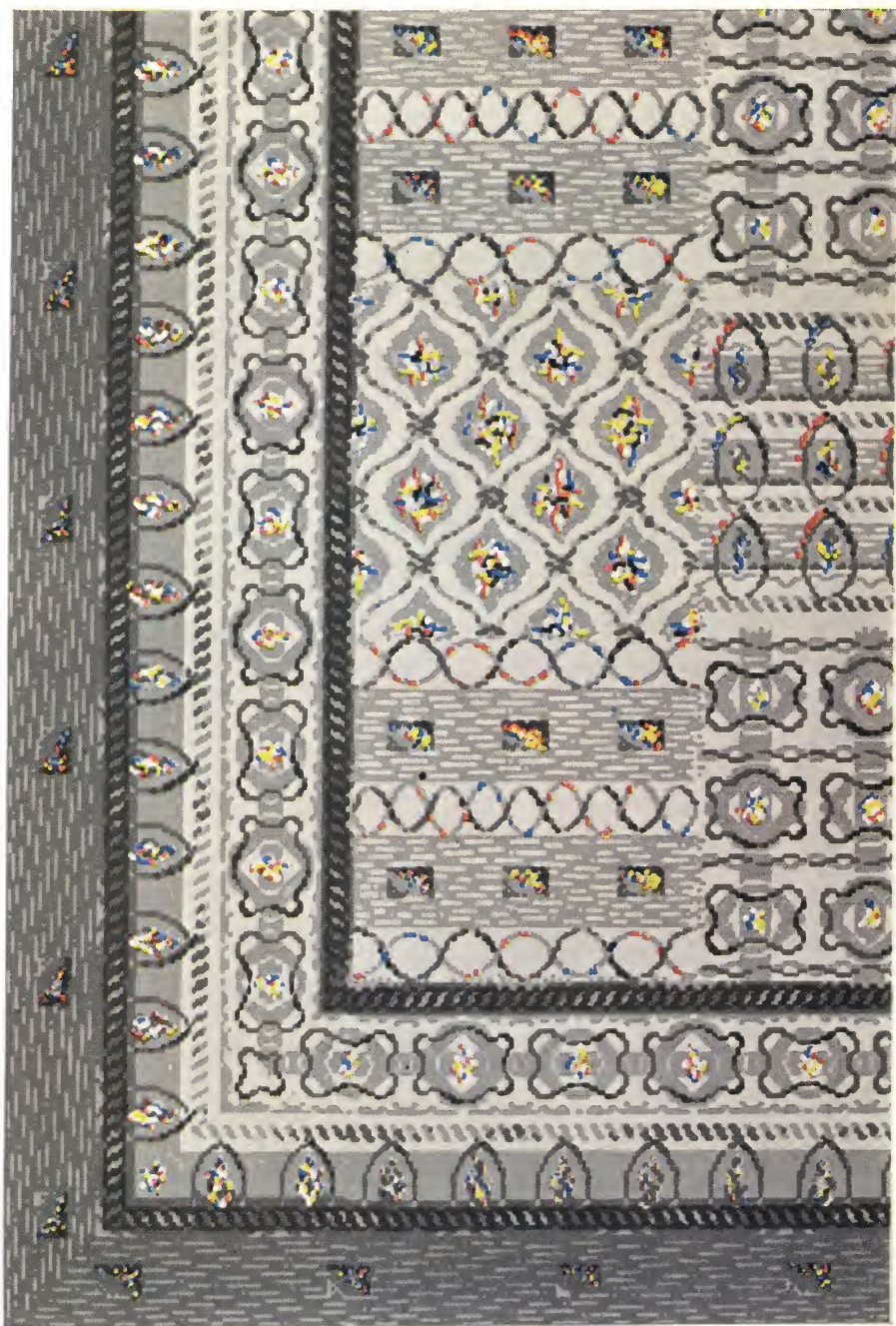
(Plate—1/5th actual size)
Also available by the yard
#5421—2, 3 & 4 yds. wide



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
Also available by the yard
#5422—2, 3 & 4 yds. wide

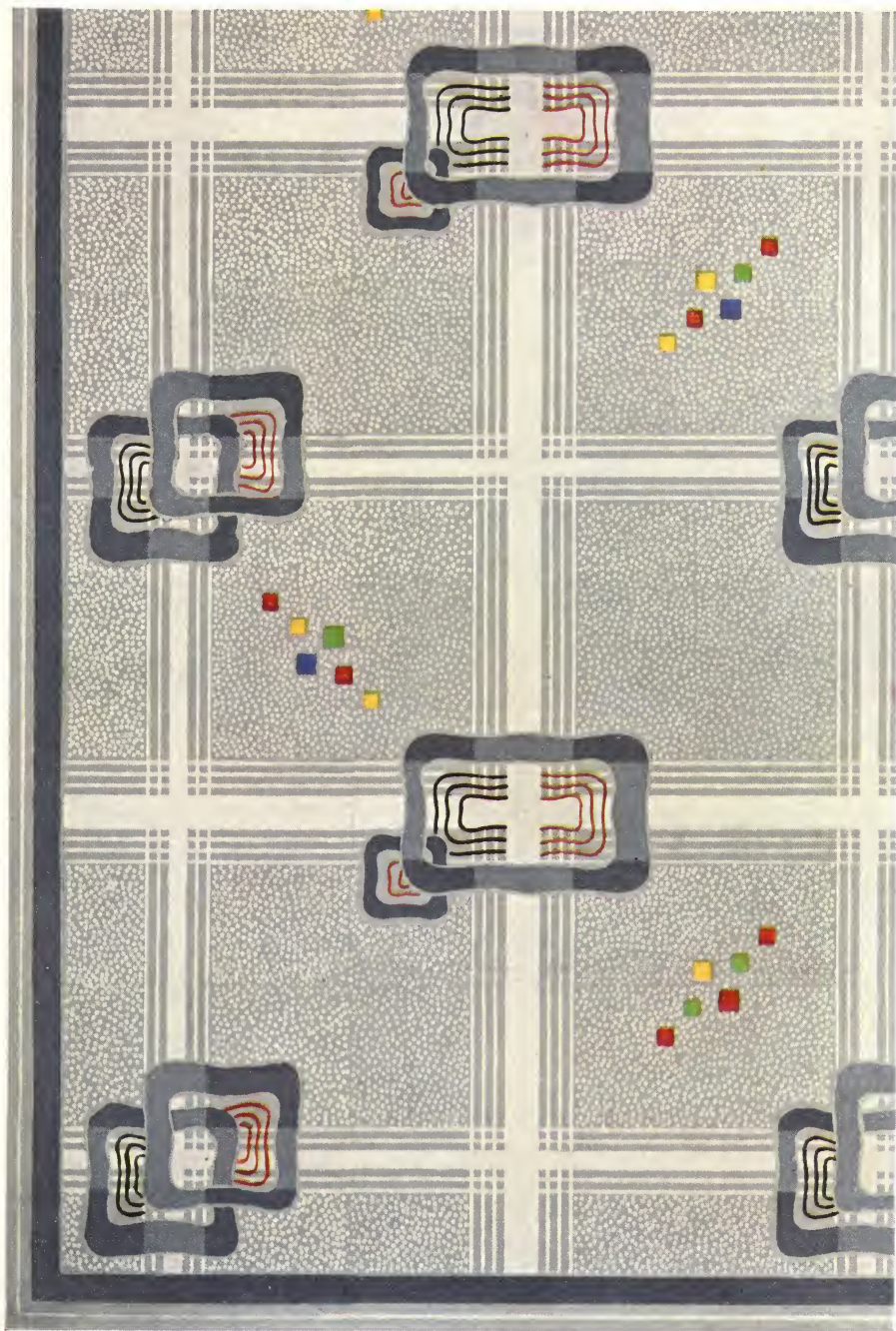
TRENTONE RUGS No. 3423



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
 Also available by the yard
 #5423—2, 3 & 4 yds. wide

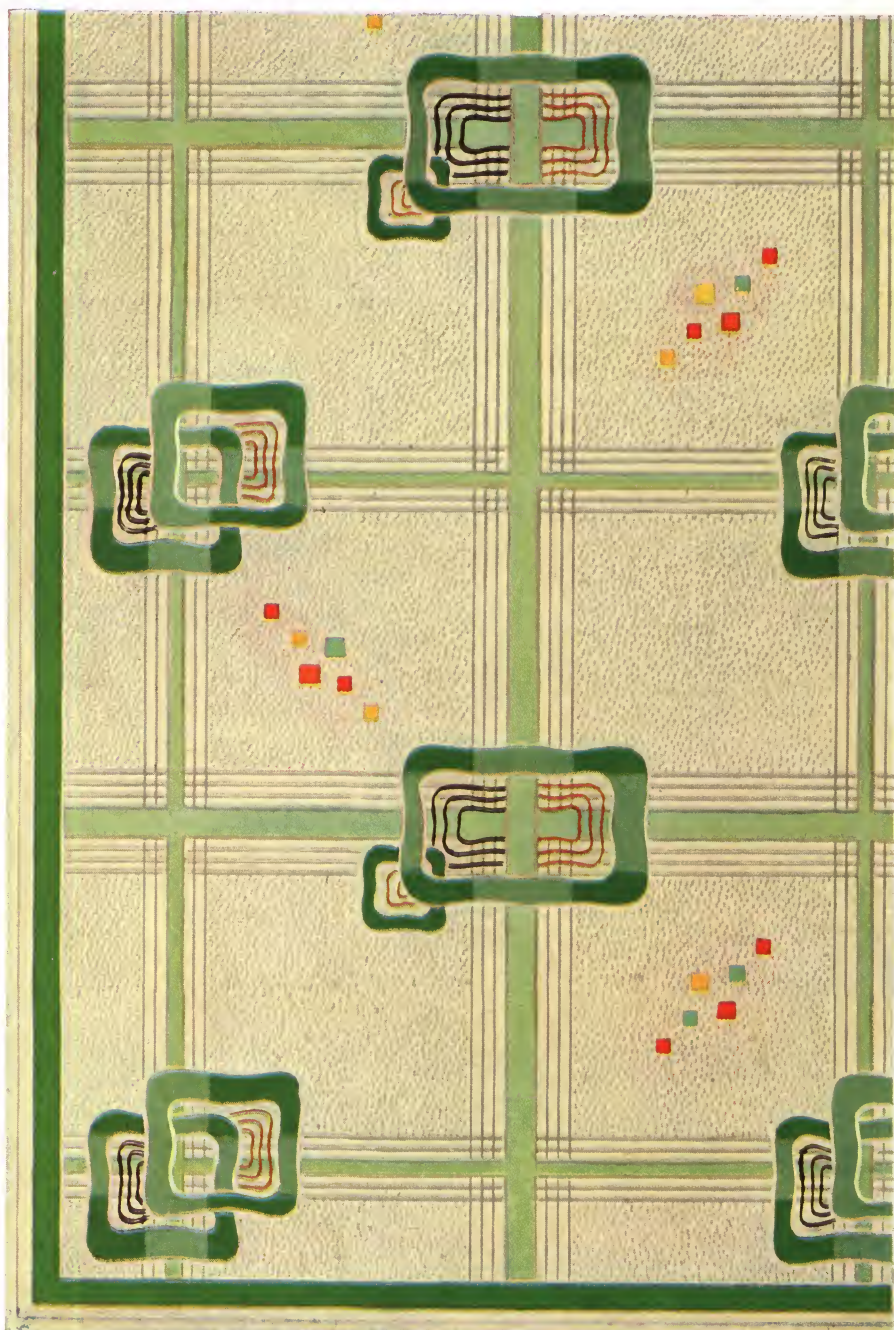
TRENTONE RUGS No. 3500



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

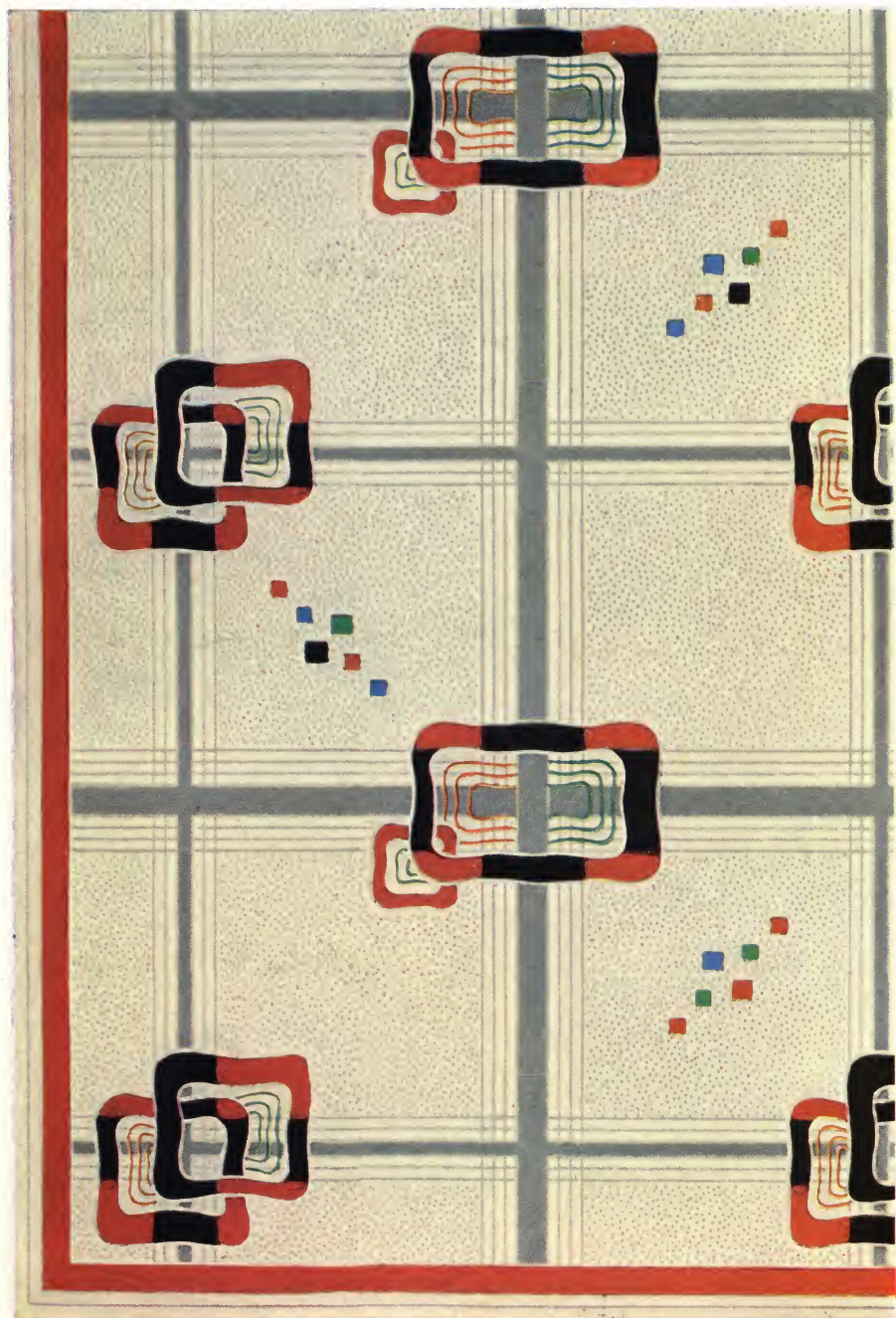
(Plate—1/5th actual size)
 Also available by the yard
 #5500—2, 3 & 4 yds. wide

TRENTONE RUGS No. 3501



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

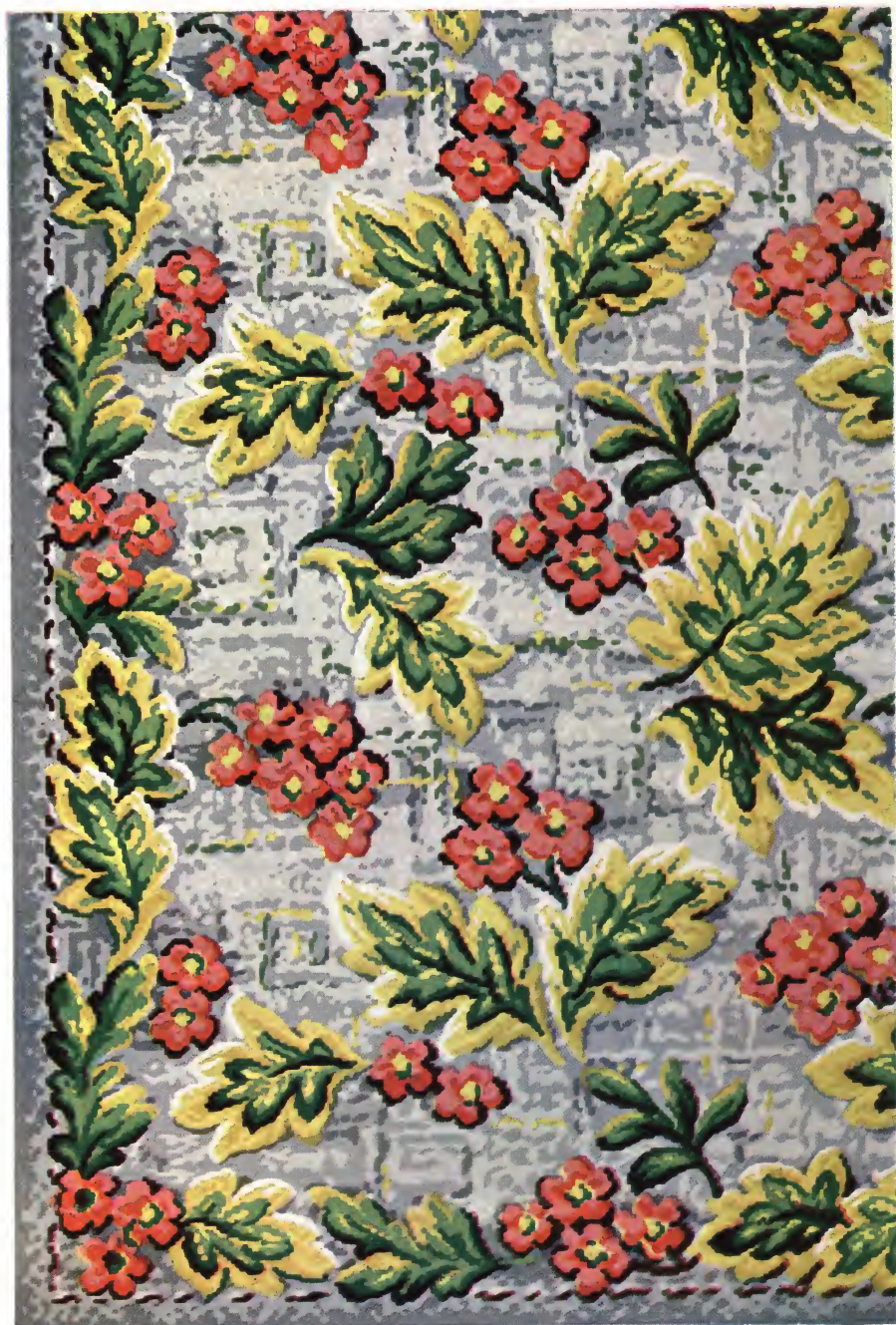
(Plate—1/5th actual size)
Also available by the yard
#5501—2, 3 & 4 yds. wide



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)
Also available by the yard
#5502—2, 3 & 4 yds. wide

TRENTONE RUGS No. 3510



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)



3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)

TRENTONE RUGS No. 3512

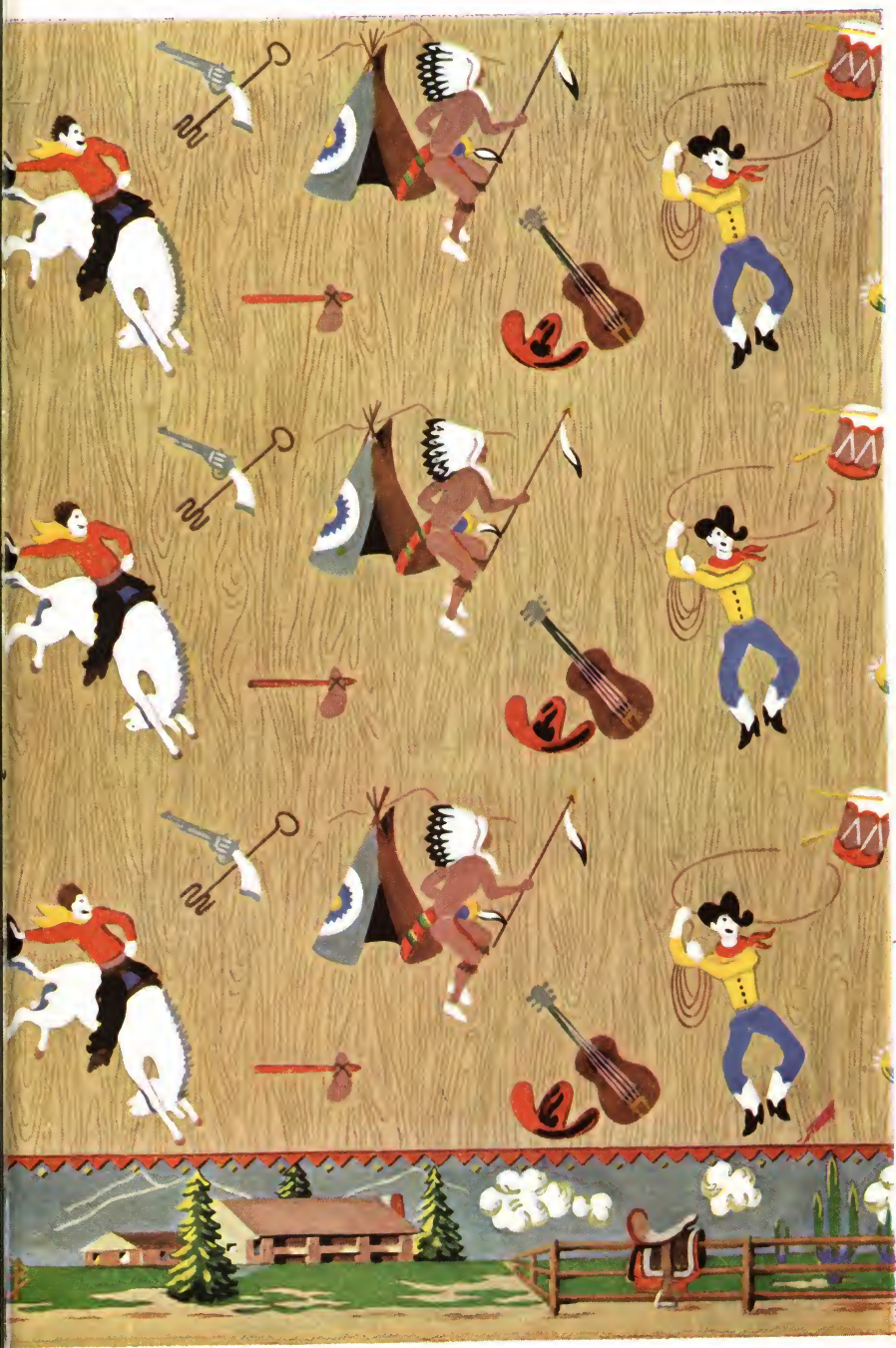


3' x 9'	9' x 9'	9' x 15'
6' x 9'	9' x 10½'	12' x 12'
7½' x 9'	9' x 12'	12' x 15'

(Plate—1/5th actual size)



6' x 9' 9' x 10 1/2'
 7 1/2' x 9' 9' x 12'



TRENTONE* FLOOR COVERING

Sloane's Heavy Weight Trentone—by the yard—has been developed for those who prefer dramatic wall-to-wall treatments where an appearance of spaciousness is desired. Each pattern in Trentone is designed to give beauty and durability—at moderate cost. Trentone Floor Covering is easy to install and can be used over any existing flooring material. Its glossy surface is *easy to clean and easy to keep clean*. Available in convenient widths of 6, 9 and 12 feet to meet the requirements of any size room.

*TM



3 and 4 yards only

No. 5100

(Plate—1/5 actual size)

TRENTONE FLOOR COVERING



3 and 4 yards only

No. 5101

(Plate—1/5th actual size)

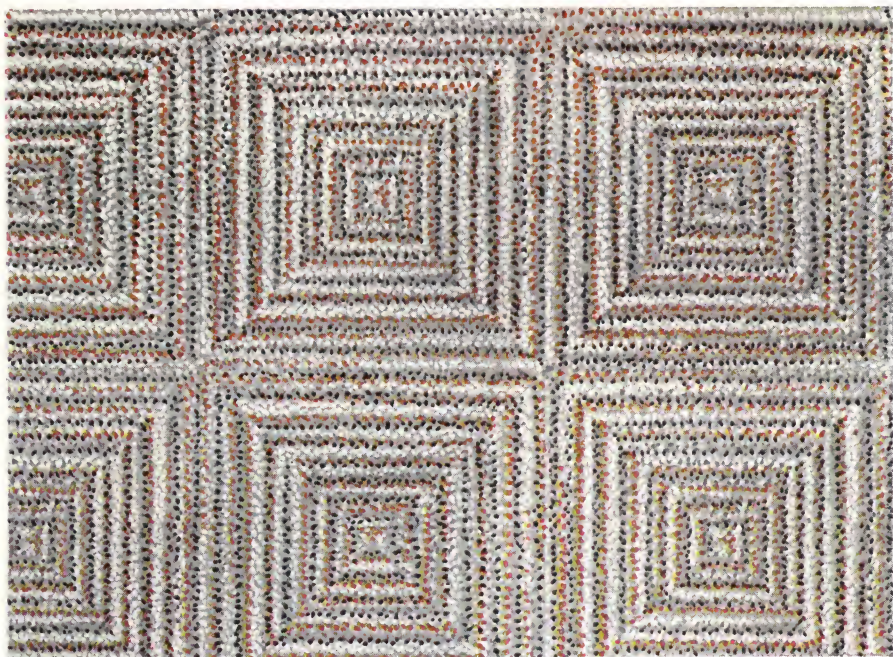


3 and 4 yards only

No. 5102

(Plate—1/5th actual size)

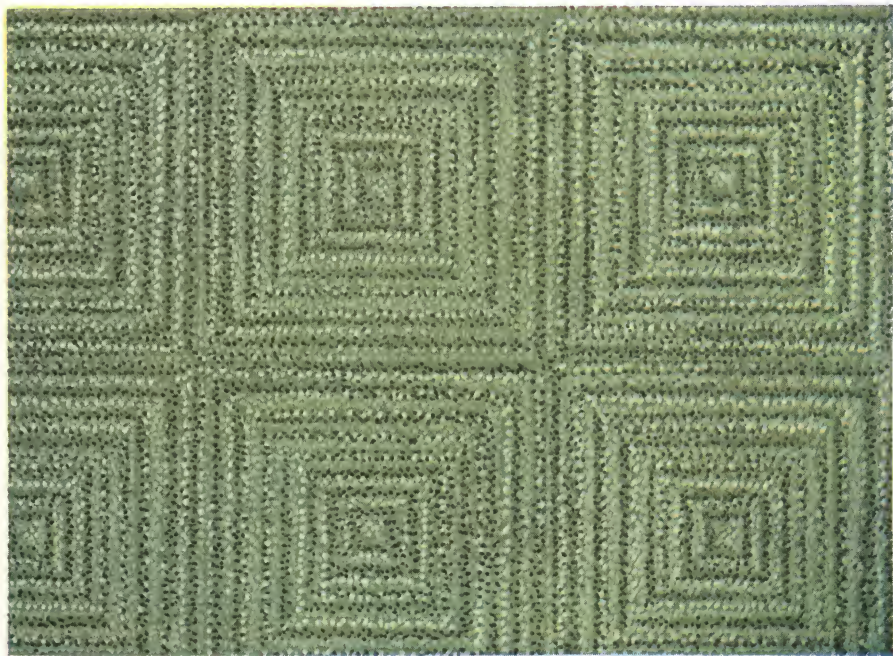
TRENTONE FLOOR COVERING



2, 3 and 4 yards wide

No. 5132

(Plate—1/5th actual size)

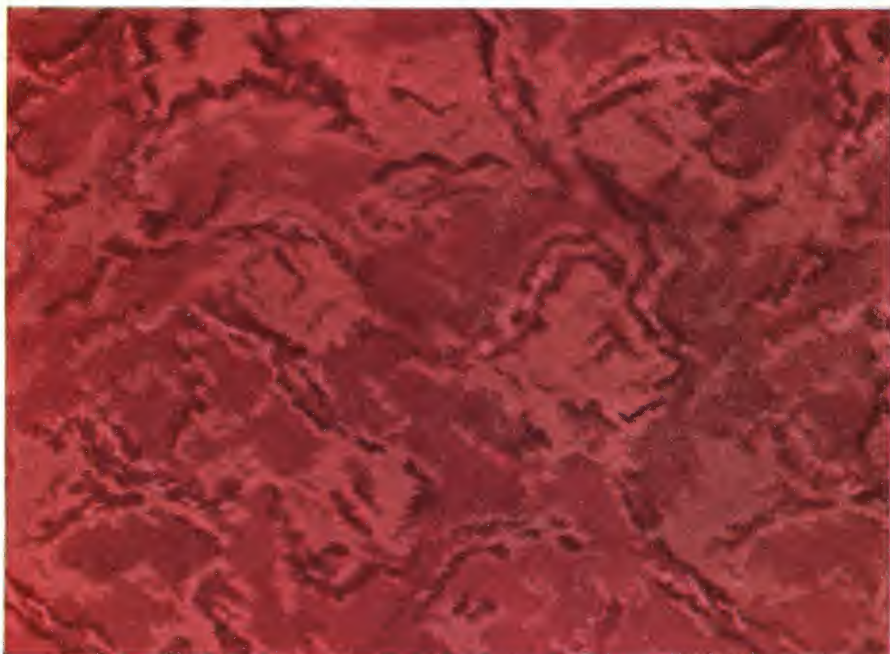


2, 3 and 4 yards wide

No. 5133

(Plate—1/5th actual size)

TRENTONE FLOOR COVERING



2, 3 and 4 yards wide

No. 5140

(Plate—1/5th actual size)



2, 3 and 4 yards wide

No. 5141

(Plate—1/5th actual size)

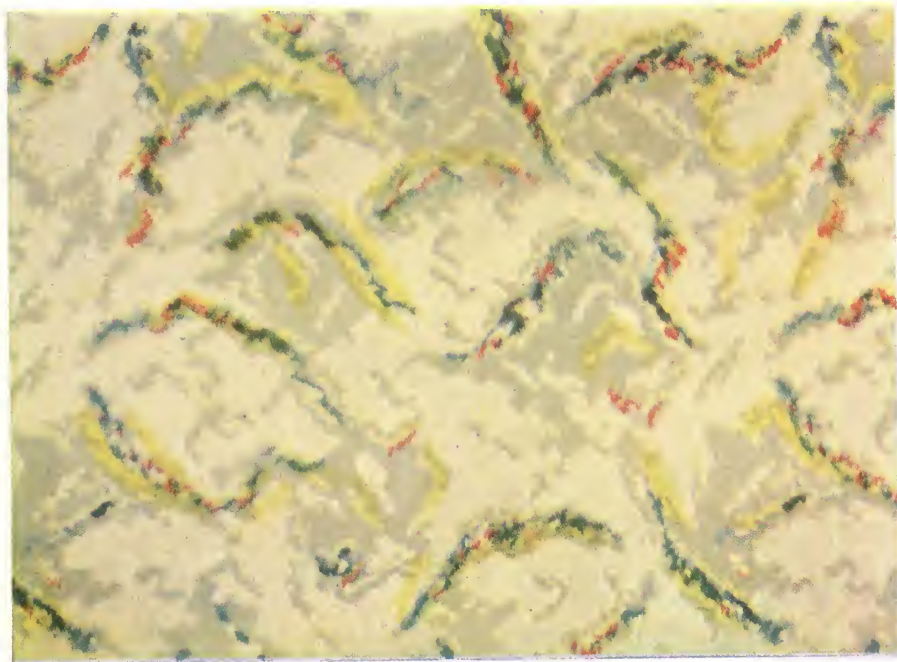
TRENTONE FLOOR COVERING



2, 3 and 4 yards wide

No. 5142

(Plate—1/5th actual size)

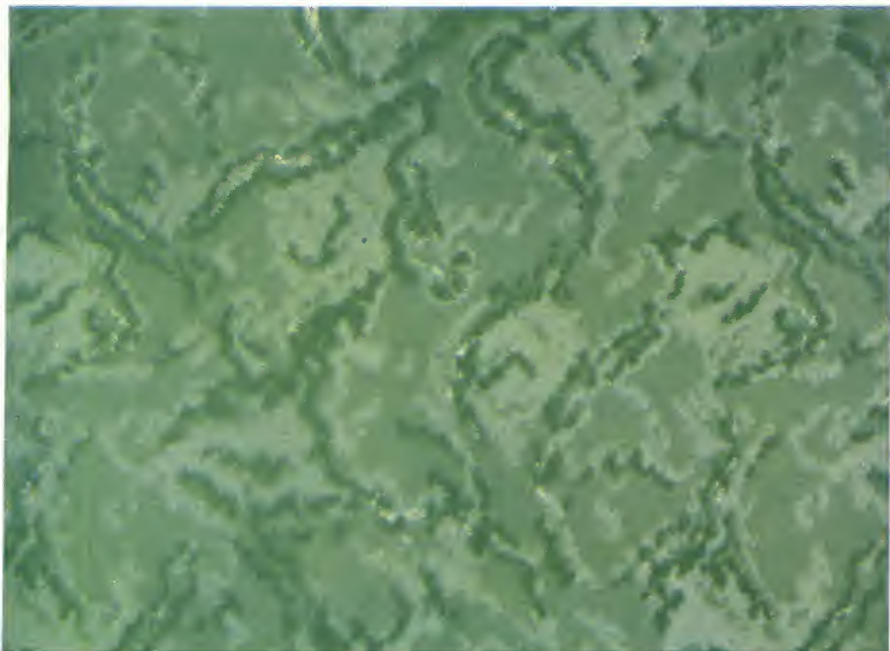


2, 3 and 4 yards wide

No. 5143

(Plate—1/5th actual size)

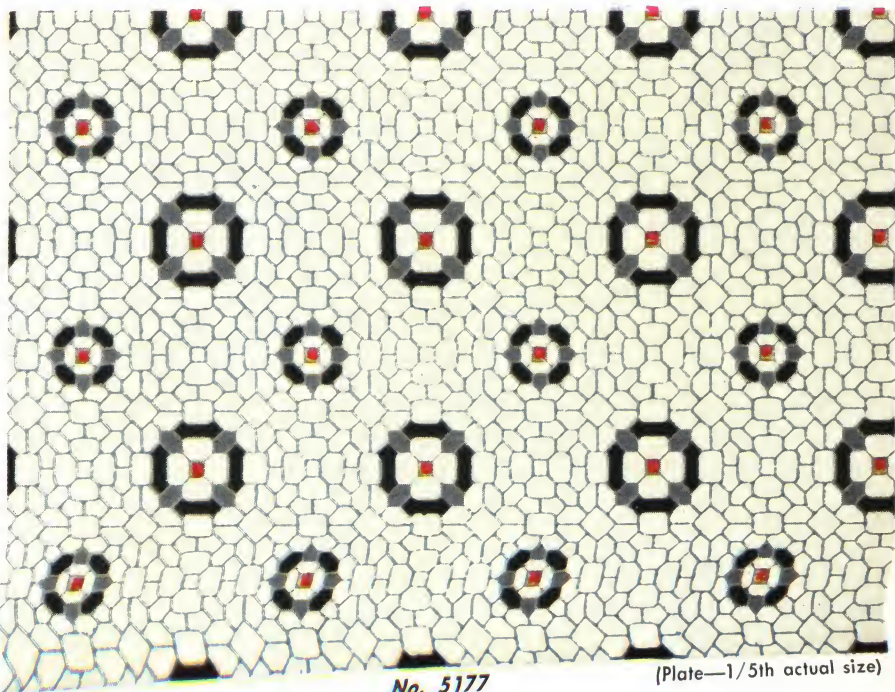
TRENTONE FLOOR COVERING



2, 3 and 4 yards wide

No. 5144

(Plate—1/5th actual size)



No. 5177

(Plate—1/5th actual size)

2 yards only

TRENTONE FLOOR COVERING



2, 3 and 4 yards wide

No. 5352

(Plate—1/5th actual size)



2, 3 and 4 yards wide

No. 5353

(Plate—1/5 actual size)

TRENTONE FLOOR COVERING



2, 3 and 4 yards wide

No. 5354

(Plate—1/5 actual size)



2, 3 and 4 yards wide

No. 5355

(Plate—1/5 actual size)

TRENTONE FLOOR COVERING



3 and 4 yards only

No. 5370

(Plate—1/5th actual size)



3 and 4 yards only

No. 5371

(Plate—1/5th actual size)

TRENTONE FLOOR COVERING



3 and 4 yards only

No. 5372

(Plate—1/5th actual size)



2, 3 and 4 yards wide

No. 5400

(Plate—1/5th actual size)

TRENPLASTIC* FLOOR COVERING

Trenplastic—an entirely new idea in printed floor covering—is the result of Sloane's research for an inexpensive floor covering that would offer greater service and attractiveness. A coating of sparkling plastic over a heavy layer of baked-on-enamel provides a tough, durable finish with much longer wear. And its glossy smooth surface is *easy to clean and keep clean*. Available 2 and 3 yards wide in five popular colors.

*TM



2 and 3 yards wide

No. 2900—SPEARMINT GREEN

(Plate—1/5th actual size)

TRENPLASTIC FLOOR COVERING



2 and 3 yards wide

No. 2901—HONEY BEIGE

(Plate—1/5th actual size)

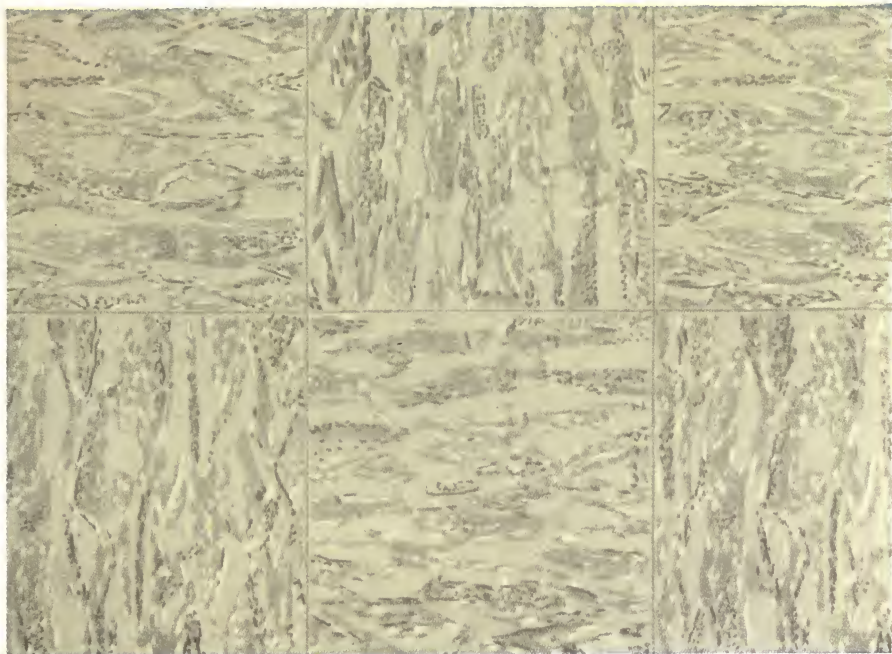


2 and 3 yards wide

No. 2902—NILE BLUE

(Plate—1/5th actual size)

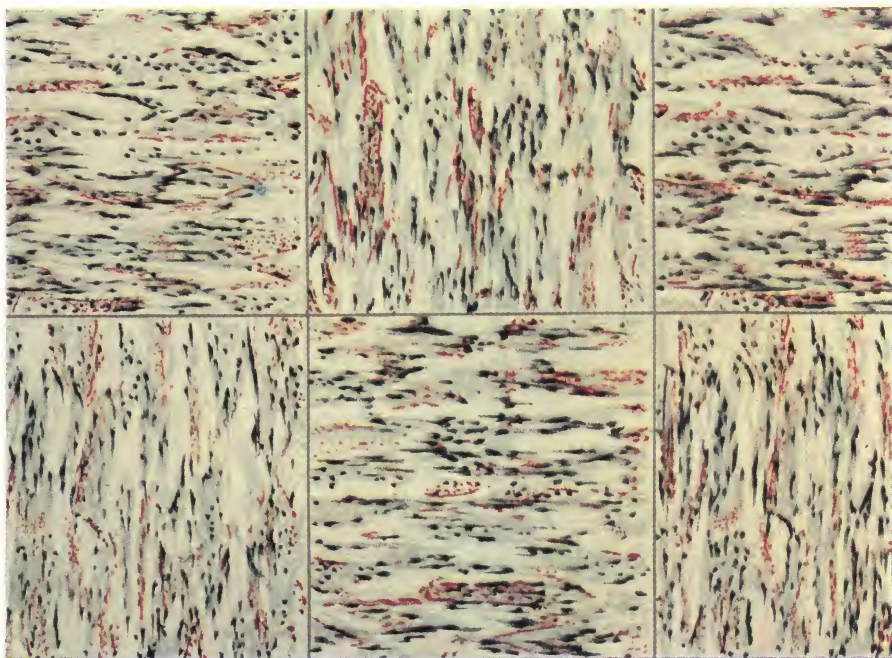
TRENPLASTIC FLOOR COVERING



2 and 3 yards wide

No. 2903—DAWN GREY

(Plate—1/5th actual size)



2 and 3 yards wide

No. 2904—CARNIVAL WHITE

(Plate—1/5th actual size)

VALMOR* RUGS AND FLOOR COVERING

Sloane's Valmor is manufactured by the same process and exacting methods as the Trentone Line. This beautifully designed standard weight material meets a widespread demand for handsome floor covering at the lowest possible cost.

Valmor Floor Covering requires no special installation. It goes right over the existing floor, and transforms the room. And it is so easy to keep its glossy-smooth surface sparkling clean.

Valmor Rugs are made in the popular 9 x 12 size, and Valmor Floor Covering—by the yard (without border) is available in any desired length in 6, 9 and 12 foot widths.

Five new colorful patterns have been added to this ever popular budget-priced line of floor covering.

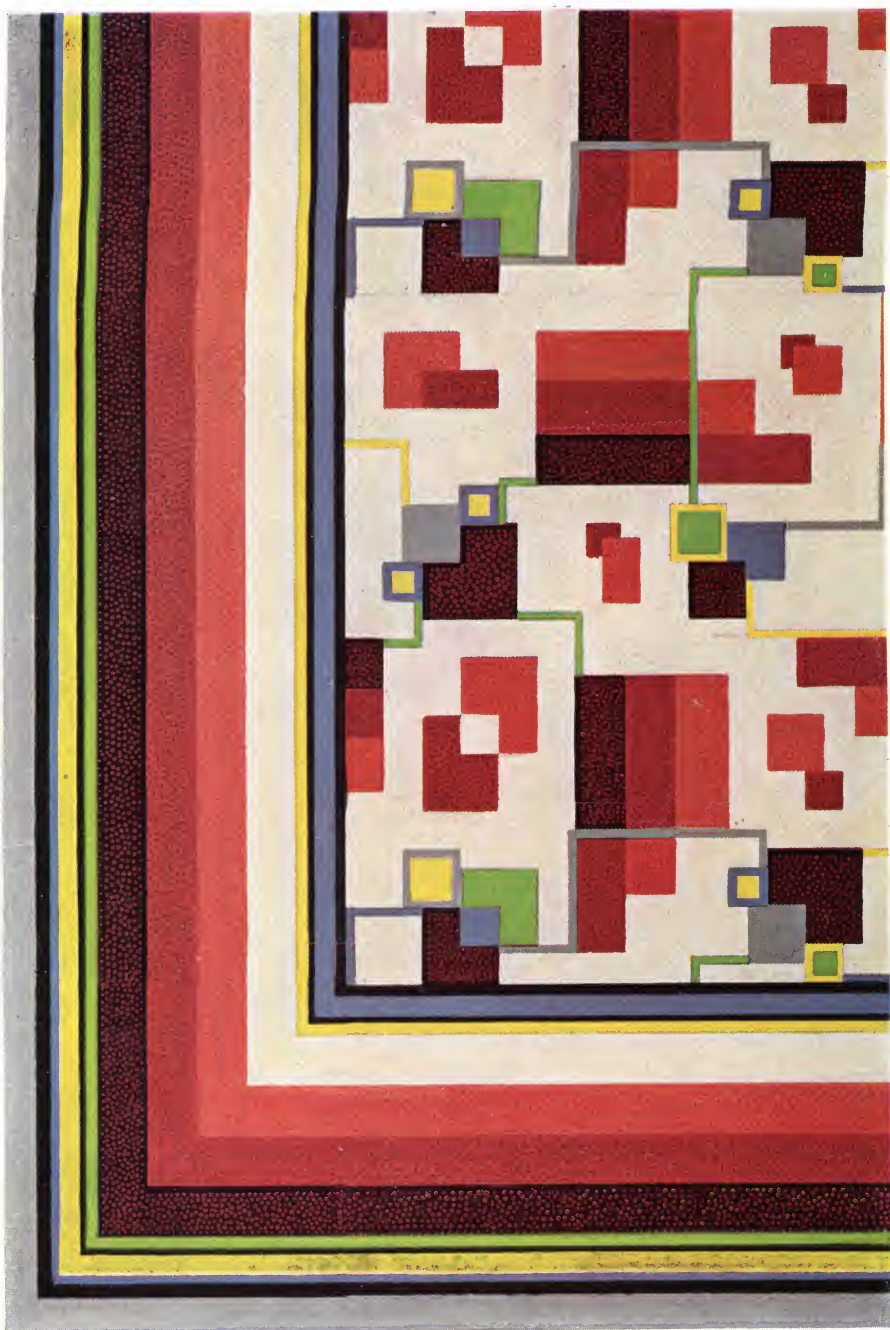
*TM



9' x 12' only

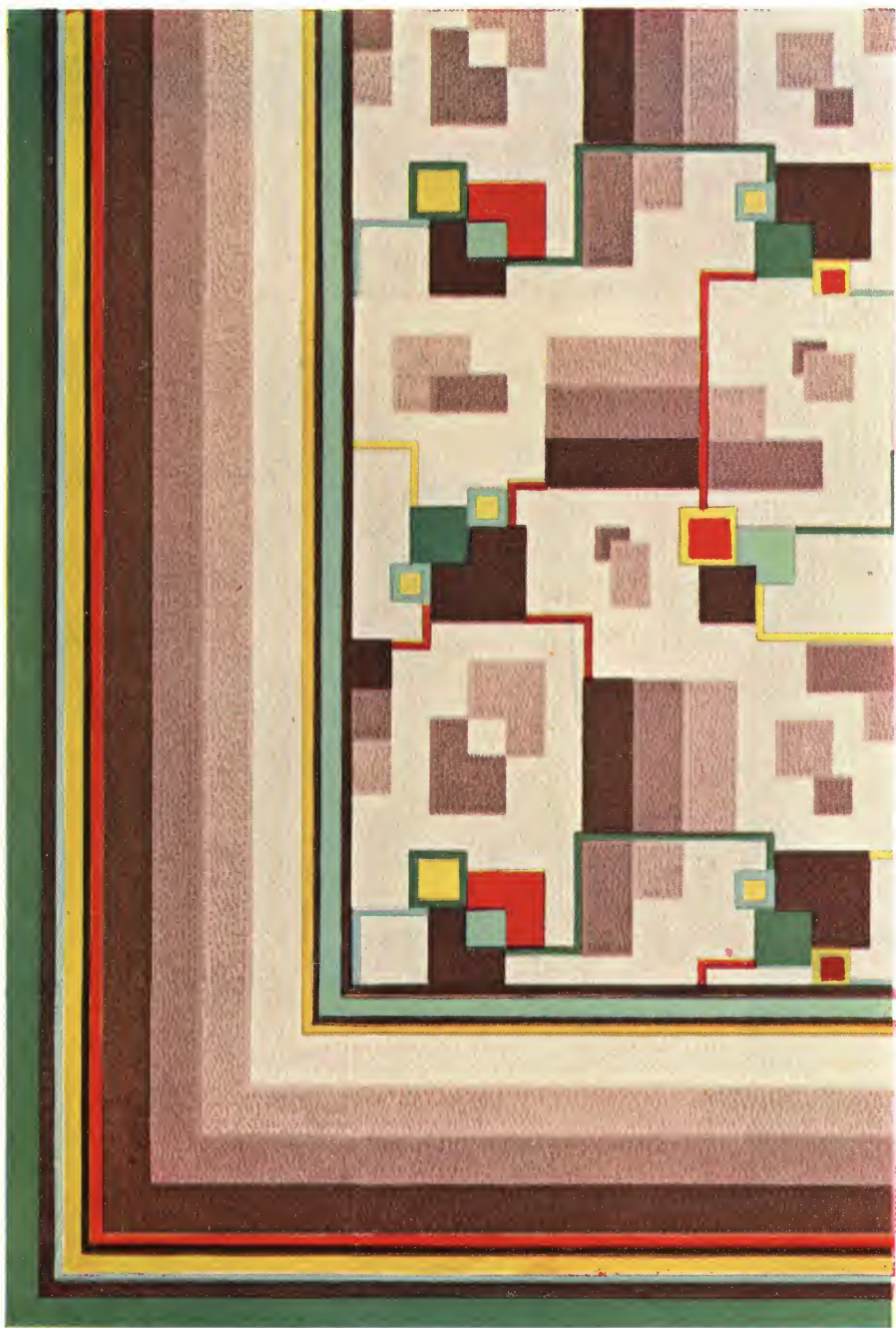
(Plate—1/5th actual size)

VALMOR RUGS No. 6121



9' x 12' only

(Plate—1/5th actual size)



9' x 12' only

(Plate—1/5th actual size)

VALMOR RUGS No. 6132



9' x 12' only

(Plate—1/5th actual size)



9' x 12' only

(Plate—1/5th actual size)

VALMOR RUGS No. 6160



9' x 12' only

(Plate—1/5th actual size)



9' x 12' only

(Plate—1/5th actual size)

VALMOR RUGS No. 6173



9' x 12' only

(Plate—1/5th actual size)



9' x 12' only

(Plate—1/5th actual size)
Also available by the yard
#8174—3 & 4 yds. wide

VALMOR RUGS No. 6191



9' x 12' only

(Plate--1/5th actual size)



9' x 12' only

(Plate—1/5th actual size)

VALMOR FLOOR COVERING



2, 3 and 4 yards wide

No. 8136

(Plate—1/5th actual size)

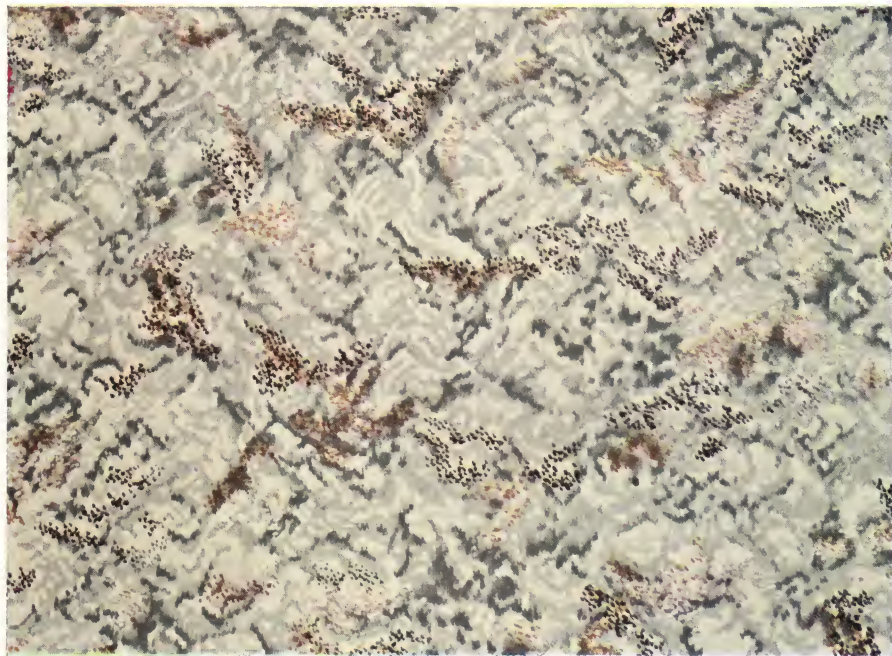


2, 3 and 4 yards wide

No. 8137

(Plate—1/5th actual size)

VALMOR FLOOR COVERING



2, 3 and 4 yards wide

No. 8152

(Plate—1/5th actual size)

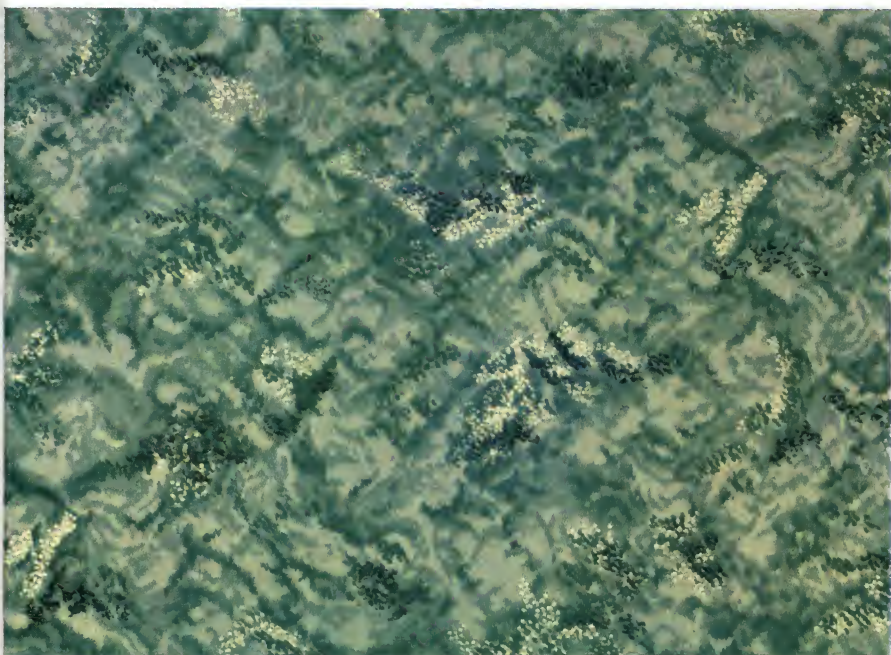


2, 3 and 4 yards wide

No. 8155

(Plate—1/5th actual size)

VALMOR FLOOR COVERING



2, 3 and 4 yards wide

No. 8156

(Plate—1/5th actual size)



2, 3 and 4 yards wide

No. 8158

(Plate—1/5th actual size)

VALMOR FLOOR COVERING



3 and 4 yards only

No. 8171

(Plate—1/5th actual size)



3 and 4 yards only

No. 8222

(Plate—1/5th actual size)

VALMOR FLOOR COVERING



3 and 4 yards only

No. 8250

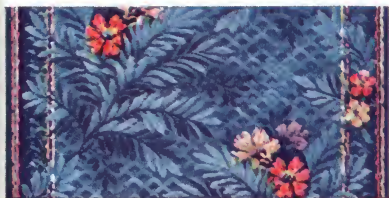
(Plate—1/5th actual size)

HALL RUNNER

These easy-to-clean printed enamel hall runners have the same smooth finish as Trentone and Valmor. Available 24" wide.



No. 9806



No. 9807



No. 9808

INSTALL YOUR OWN TILE FLOOR

It's easy to install your own Koroseal* Tile floor. And lots of satisfaction, too. For Sloane Koroseal Tile Special comes in precision-cut tiles (9"x9") that ensure a finished, professional job. The only tools required are a tape measure, heavy shears or linoleum knife, and an inexpensive paste spreader. This may be obtained from your floor covering dealer, who will also be glad to instruct you in its use.

Everybody's Tile Conscious!! . . . and you'll understand why once you've seen the professional-looking results you can get with beautiful, easy-to-install Sloane Koroseal Tile Special. Rooms take on a new and lasting brilliance—floors spring to life with sprightly colors and gay patterns that match or contrast. Start now to restyle with tile. It's grand fun! It's easy! It's thrifty!

Complete instructions for installing Koroseal Tile Special are contained in each carton of tile.

*® B. F. Goodrich Co.

COMPLETE LINE OF SLOANE-BLABON PRODUCTS

LINOLEUM • • • • •

Fineline
Terano
Texfloor
Marbletone
Straightline

PRINTED • • • • •

Trentone Rugs & Floor Covering
Trenplastic Floor Covering
Valmor Rugs & Floor Covering
Hall Runner

TILE • • • • •

Koroseal — Special
Koroseal — Deluxe
Koroseal — Supreme
Rubber
Crystaltex
Terano
Fineline
Marbletone
Trenflex

WALL COVERING • • • • •

Trenwall

SLOANE-BLABON CORPORATION

(A DIVISION OF ALEXANDER SMITH, INC.)

295 FIFTH AVENUE

NEW YORK 16, N. Y.

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PROVIDENCE, R. I.



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